

I Background

Taxi rates are rarely subject to discounts. With limousine rates, it is more common for discounts to apply. For both types of services, discounts or coupons for licensed transportation services may only be used when expressly approved by the Board. Licensed operators of passenger directed vehicles may only charge rates that are approved or set by the Board. In certain circumstances, taxi and limousine companies may hand out coupons unrelated to their transportation service. This rule describes those circumstances.

II Definitions

“Licensee” is a person who has a passenger transportation licence that allows him or her to operate passenger directed vehicles. The term also includes staff, operators and drivers employed, used or engaged by the licensee.

“Non-transportation coupon” is a coupon or voucher that gives the holder a free or discounted product or service that is not subject to regulation under the Passenger Transportation Act.

III Rule

1. A licensee may distribute non-transportation coupons to passengers if the following conditions are met:
 - a. Passengers being transported by a licensee pay only the Board approved rates;
 - b. The value of a non-transportation coupon is not related to the fare that a licensee charges for providing a trip; and
 - c. The non-transportation coupon cannot be redeemed for cash.
2. A licensee may advertise the availability and terms of a coupon.
3. A licensee must not, unless expressly approved by the Board, issue any coupon or voucher for any free or discounted transportation service that is licensed under the Passenger Transportation Act.

IV Applicable Licensees

This Board Rule applies to holders of a Passenger Transportation Licence to operate taxis, limousines and other passenger directed vehicles.

V Date of Rule

May 17, 2010